

ABSTRACT

A method for producing optimum-effect advertising, especially useful for interactive mediums. The method includes collecting information obtained from potential consumers for generating a computerized database containing personal character profiles of the potential consumers; analyzing and sorting the character profiles into at least three clusters, wherein each cluster corresponds to a subset of character profiles showing a predominant tendency towards one of the following individual orientations: survival, growth, and relaxation, or combination thereof; producing a series of advertisements for a specific product or service, wherein each advertisement contains unique features so as to be adapted to a potential consumer in the corresponding cluster; presenting the appropriate advertisement from the series of advertisements to a potential consumer in the corresponding cluster. The information is collected through a questionnaire containing questions relating to the level of disposition of the potential consumer towards survival, growth, and relaxation, respectively. Both the questionnaire and the advertisement are presented to a potential consumer over an appropriate interactive medium, such as e-mail, Internet, telephone, or interactive television.